

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary _ Public

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Canada

Post: Toronto

FAS Canada Assists Small U.S. Exporter

Report Categories:

Export Accomplishments - Other

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Report Highlights:

FAS Canada helped to release food shipment from Canadian Customs.

General Information:

FAS Canada assisted in the release of export goods for Tillamook Country Smokers (TCS Jerky), a small business exporter of beef jerky from Bay City, Oregon by verifying the proper documentation with Canadian Food Inspection Agency. Although, the dollar value of this shipment was not large; \$4,000, it was important to this small business exporter of 280 employees to release these goods in a timely manner. The Canadian Food Inspection Agency would not release the shipment since the export certificate stickers did not match the establishment numbers on the import documentation paperwork. Mr. Blair Smith, sales manager of TCS Jerky, quickly rectified this problem by issuing correct export certificate stickers and shipping them directly to the importer. In addition, per CFIA'S instructions, Mr. Smith was required to get a representative of FAS Canada to witness and review all paperwork was correct. FAS Canada responded quickly and met with the CFIA inspector to witness all documentation, the shipment was released from Canadian Customs in less than five business days.

TCS Jerky has been doing business in Canada for over 20 years and Canada remains their number one export market. Mr. Smith reports, the firm has not been deterred with the strong U.S. dollar which has priced a number of U.S. food products higher than domestic and competing products in the recent year. He reports, TSC Jerky's competitive advantage is offering a quality product, customer service, timely deliveries and developing creative merchandising strategies with their Canadian partners to help maintain market share. TCS Jerky remains committed to the Canadian market and plans to invest in building their brand by participating in more marketing activities in Canada, through the support of USDA's MAP Branded Program administered by the Western United States Agricultural Trade Association (WUSATA).

FAS Canada urges all U.S. exporters to ensure all meat establishment numbers, addresses, and descriptions are consistent with documentation adhered to the shipping cartons as this will avoid further delays or confusion. New exporters, new to the Canadian market are alerted that all products containing 2% or more meat content require a meat certificate. This certificate is issued by an official of the Food Safety and Inspection Service (FSIS) of the USDA and is attached with all other import documents. To review the necessary import documents, U.S. exporters are urged to review the following GAIN reports:

Exporter Guide

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Exporter%20Guide Ottawa Canada 12-16-2015.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Exporter%20Guide%20Ottawa%20Canada%2012-16-2015.pdf)

Food and Agricultural Import Regulations and Standards - Export Certification Requirements for Canada

[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20-%20Certification Ottawa Canada 12-23-2015.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Food%20and%20Agricultural%20Import%20Regulations%20and%20Standards%20-%20Certification%20Ottawa%20Canada%2012-23-2015.pdf)